

Station WVBT-TV NORFOLK, VA.
Advertiser () PATRIOT MAJORITY
Product PATRIOT MAJORITY
Estimate# 1657
Buyer Michele Certo
Phone#
Fax#

Agency () THE NEW MEDIA FIRM
1322 G STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 371/389/1657
Flight Dates 09/25/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 7,700
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	10A-11A	MILLIONAIRE	:30	\$100.00	10/01-10/01	1	1	1	\$100.00	
	2	TU	10A-11A	MILLIONAIRE	:30	\$100.00	10/02-10/02	1	1	1	\$100.00	
	3	W	10A-11A	MILLIONAIRE	:30	\$100.00	10/03-10/03	1	1	1	\$100.00	
	4	TH	10A-11A	MILLIONAIRE	:30	\$100.00	10/04-10/04	1	1	1	\$100.00	
	5	F	10A-11A	MILLIONAIRE	:30	\$100.00	10/05-10/05	1	1	1	\$100.00	
	6	M	10A-11A	MILLIONAIRE	:30	\$100.00	10/08-10/08	1	1	1	\$100.00	
	7	TU	10A-11A	MILLIONAIRE	:30	\$100.00	09/25-09/25	1	1	1	\$100.00	
	8	W	10A-11A	MILLIONAIRE	:30	\$100.00	09/26-09/26	1	1	1	\$100.00	
	9	TH	10A-11A	MILLIONAIRE	:30	\$100.00	09/27-09/27	1	1	1	\$100.00	
	10	F	10A-11A	MILLIONAIRE	:30	\$100.00	09/28-09/28	1	1	1	\$100.00	
	11	M	3P-4P	JERRY SPRINGER	:30	\$125.00	10/01-10/01	1	1	1	\$125.00	

Rep Order# 6855476 Ver# 1 Status New Traffic Order# Printed: 09/24/2012 2:20 PM 2 of 4

EC'd Yes Last Received: 09/24/2012 12:20 PM

Showing Buylines: All Lines

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	12	TU	3P-4P	JERRY SPRINGER	:30	\$125.00	10/02-10/02	1	1	1	\$125.00	
	13	W	3P-4P	JERRY SPRINGER	:30	\$125.00	10/03-10/03	1	1	1	\$125.00	
	14	TH	3P-4P	JERRY SPRINGER	:30	\$125.00	10/04-10/04	1	1	1	\$125.00	
	15	F	3P-4P	JERRY SPRINGER	:30	\$125.00	10/05-10/05	1	1	1	\$125.00	
	16	M	3P-4P	JERRY SPRINGER	:30	\$125.00	10/08-10/08	1	1	1	\$125.00	
	17	TU	4P-5P	STEVE WILKOS	:30	\$250.00	09/25-09/25	1	1	1	\$250.00	
	18	W	4P-5P	STEVE WILKOS	:30	\$250.00	09/26-09/26	1	1	1	\$250.00	
	19	TH	4P-5P	STEVE WILKOS	:30	\$250.00	09/27-09/27	1	1	1	\$250.00	
	20	F	4P-5P	STEVE WILKOS	:30	\$250.00	09/28-09/28	1	1	1	\$250.00	
	21	M	4P-5P	STEVE WILKOS	:30	\$200.00	10/01-10/01	1	1	1	\$200.00	
	22	TU	4P-5P	STEVE WILKOS	:30	\$200.00	10/02-10/02	1	1	1	\$200.00	
	23	W	4P-5P	STEVE WILKOS	:30	\$200.00	10/03-10/03	1	1	1	\$200.00	
	24	TH	4P-5P	STEVE WILKOS	:30	\$200.00	10/04-10/04	1	1	1	\$200.00	
	25	F	4P-5P	STEVE WILKOS	:30	\$200.00	10/05-10/05	1	1	1	\$200.00	
	26	M	4P-5P	STEVE WILKOS	:30	\$200.00	10/08-10/08	1	1	1	\$200.00	
	27	TU	5P-6P	JERRY SPRINGER	:30	\$250.00	09/25-09/25	1	1	1	\$250.00	
	28	TH	5P-6P	JERRY SPRINGER	:30	\$250.00	09/27-09/27	1	1	1	\$250.00	

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	29	M	5P-6P	JERRY SPRINGER	:30	\$250.00	10/01-10/01	1	1	1	\$250.00	
	30	W	5P-6P	JERRY SPRINGER	:30	\$250.00	10/03-10/03	1	1	1	\$250.00	
	31	M	5P-6P	JERRY SPRINGER	:30	\$250.00	10/08-10/08	1	1	1	\$250.00	
	32	M	1045P-11P	SPORTSWRAP M-F<	:30	\$500.00	10/01-10/01	1	1	1	\$500.00	
	33	W	1045P-11P	SPORTSWRAP M-F<	:30	\$500.00	10/03-10/03	1	1	1	\$500.00	
	34	TH	1045P-11P	SPORTSWRAP M-F<	:30	\$500.00	10/04-10/04	1	1	1	\$500.00	
	35	SA	10P-1045P	FOX 43 NEWS	:30	\$1,000.00	09/29-09/29	1	1	1	\$1,000.00	

---REPORT TOTALS---
Report Totals: 35 / \$7,700.00

---SALES MONTHLY TOTALS---
Sep 12: 11 / \$2,900.00 Oct 12: 24 / \$4,800.00
Sales Totals: 35 / \$7,700.00
Station Totals: 35 / \$7,700.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$256,667	CATV 0%	WAVY 19%	WGNT 4%	WPXV 0%	WTKR 30%
		WTVZ 5%	WVBT 3%	WVEC 39%		

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

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Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE